

# THE FRENCH PROFESSOR.



"Must try that once." "Here goes!" "What so trouble now?"



"This is no right way." "Ze laughs at me." "I will yet be avenged!"

## THE FIRST ADVERTISEMENT

It Was Printed as Early as 1643—Interesting Examples of Ancient Liners.

An interesting question has arisen as to the first advertisement to appear in a newspaper printed in the English language. In a paper called the *Impartial Intelligencer*, published in 1643, appeared an advertisement referring to the theft of two horses, and this has been commonly regarded as the first. The *London Intelligencer*, however, printed August 11, 1643, contained an advertisement of a book on the "Sovereign Power of Parliament," thus antedating the horse theft advertisement five years. After the appearance of these early advertisements, by slow degrees the practice of invoking the printer's aid gradually became prevalent until at the beginning of the eighteenth century the term of advertising became fairly developed, says the *Detroit Free Press*.

Here are a few quaintly worded advertisements from the *Observer* Reformed, a London journal, of September 10, 1704, which inserted advertisements of eight lines for a shilling: "If any Hamburg or other merchant, who shall desire £200 for an apprentice, wants one, I can help." "One has a pert boy, about ten years old, can write, read, and be very well recommended, she is willing he should serve some lady or gentleman."

"I want a cook-maid for a merchant." "I sell chocolate made of the best nuts, without spice or perfume, and with vinellies and spice, from four to ten shillings the pound, and I know them to be a great helper of bad stomachs and restorative to weak people, and I'll insure for their goodness."

"If any will sell a free estate, within thirty miles of London, with or without a house, to the value of £100 the year, or thereabouts, I can help to a customer." "If any divines or their relicts have complete sets of manuscript sermons upon the Epistles and Gospels, the Catechisms or Festivals, I can help to a customer."

"A fair house in Eustace, next to the Flour-deck, now in the tenure of a smith, with a fair yard, laid with free stone, and a vault underneath, with a cellar under the shop, done with the same stone, is to be sold. I have the disposal of it."

"I believe I could furnish all the nobility and gentry in England with valuable servants, and such as can have very good recommendation."

"About forty miles from London is a schoolmaster, has had such success with boys, as there are almost forty ministers and schoolmasters that were his scholars. His wife also teaches girls lacemaking, plain work, raising paste, sauces, and cookery to the degree of exactness. His price is £10 to £11 the year, with a pair of sheets and one spoon; to be returned, if desired; coaches and other conveniences pass every day within half a mile of the house; and 'tis but an easy day's journey to or from London."

"I know of several men whose friends would gladly have them matched, which I'll endeavor to do, as from time to time I shall hear of such whose circumstances are likely to

agree, and I'll assure such as will come to me it shall be done with all the honor and secrecy imaginable. Their own parents shall not manage it more to their satisfaction and the more comes to me the better I shall be able to serve 'em."

In the year 1704 John Campbell, of Barton, in publishing the first number of the *Barton News Letter*, advertised for advertisements, and gave circulation to the first newspaper advertisement in this country, as follows:

"This 'News Letter' is to be continued Weekly, and all persons who have any Houses, Lands, Tenements, Farms, Ships, Vessels, Goods, Wares, or Merchandises, etc., to be Sold or Let, or servants Runaway, or Goods Stole or Lost, may have the same inserted at a Reasonable Rate, from Twelve Pence, to Five Shillings, and not to exceed; Who may agree with John Campbell Postmaster of Barton."

**OUSTED A TRESPASSER.**  
A Sassy Sparrow Jumped a Woodpecker's Claim But Was Put to Flight.

"This last spring," said the man who is fond of watching bird-life, "a couple of red-headed woodpeckers started to build a nest in a telegraph pole near my home. The pole was an old one, having been spliced, and the birds started to dig out a hole at this point. I think that they thought when they sounded the spot that there was a rotten place within where it would be easy work making a nest. But they were doomed to be disappointed, for the pole was a firm one and the building of their home progressed slowly. They were gritty, however, and relieved each other at short intervals, and the 'tap, tap, tap' of their bills went on steadily from sunrise to sunset."

"Their perseverance won out at last and they had a home that they might call their own. For the first time in several weeks they left the spot together, probably to celebrate the finishing of the nest. While they were away a sparrow chanced to discover the hole and proceeded at once to jump the claim during the absence of the rightful owners."

"When the woodpeckers returned from their celebration," said the bird-lover, according to the *Detroit Free Press*, "they discovered the sparrow lugging straw into their home as fast as it could be carried. If birds can swear, those two woodpeckers did when they went for that sparrow with blood in their eyes. From their actions I rather gained the idea that they tried to suppress him with the fact that they hadn't been working on that hole for a month for the fun of the thing. I think under the situation that the intruder was lucky to escape with his life."

**Why He Fell.**  
"Why did you fall?" asked the judge. "I lost my balance!" said the defendant bank cashier.

The judge had intended to make his sentence merely 99 years; but after that he decided to double it.—*San Francisco Bulletin*.

**It Doesn't Pay.**  
It isn't worth while to be always complaining about your poverty.—*Washington (D. C.) Democrat*.

## The Day of the Pacific

By HERBERT HOWE BANCROFT  
Author of "The New Pacific," Etc.

Nowhere is history so rapidly being made as in and around the Pacific ocean; nowhere is the evolution of events which stand for progress of more increasing interest and importance.

THE PACIFIC IS NOW ONE OF THE WORLD'S HIGHWAYS OF COMMERCE, not a hazy dream or half-mythical tale, with its ancient mariner, and amazonian queen, and Crusoe island, and terrestrial paradise. The long since departed albatross has returned to stir the winds of fresh benedictions, and now appears in the southern seas, where also are found in material form the fanciful creations of Defoe and Dante.

A dozen lines of steamships, or thereabouts, now cross the Pacific between America and Asia, where for two and a half centuries a single galleon made its slow and clumsy way forth and back from Acapulco to Manila once a year. Ships comprising scores of lines ply along shore, unite the islands and mainland, or sail direct for foreign ports.

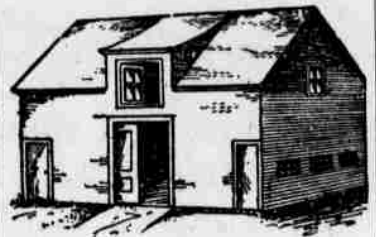
Thus Hawaii and California are linked; Australia with Asia and America and all the larger islands; North America with South America, Africa and Europe; Japan and China with Southern Asia; Alaska with Pacific ports; Mexico and Pacific ports; Central and South America, while the shores, islands and rivers of Asia swarm with foreign vessels where half a century ago a timid commerce found for the most part sealed ports.



## IMPROVING A BARN.

Roof Window That Gives a Chance to Unload Hay into the Loft from the Outside.

There are thousands of barns like the original of that shown in the cut scattered throughout the country, the roof space of which is but little, if at all, utilized, largely for the reason that the roof space is inaccessible. A barn was recently seen by the writer in which this difficulty was solved by the insertion of a roof window similar to that shown in the cut. This gives a chance to unload hay into the loft from the outside, either by hand or by a hay fork, and whereas the loft before was dark and poorly ventilated, it is now light and airy. The style of window that is shown is much better than the pitched roof dormer window that is sometimes put upon roofs.



THE IMPROVED BARN.

The style shown admits of having a large square window in front—especially useful if a hay fork is to be used.

The advantage of this changing a barn is that the loft can be floored over and the hay and straw stored in the second story, utilizing the space clear to the ridge pole. This leaves the first floor clear for a silo and quarters for the stock, giving more room for the latter, and affording a warm barn, since many buildings are kept cold almost wholly because of the big empty space in the top—heated air always rising because lighter than cold air. With a window in each end of the barn above, and the new window in front, the loft will be as light as the first floor, while in summer this means of ventilation, with the loft floor to separate the upper part of the barn from the lower, will cause the lower part of the barn, where the stock is confined at night, to be much cooler than it otherwise could be.—*N. Y. Tribune*.

**THEY NEVER COMPLAIN.**  
But There Is No Sign That Horses Do Not Feel the Neglect to Which They Are Subjected.

Horses are the most abused of animals; not only because they happen to be the most used and the most useful, but also, and perhaps even more, because nature, for some mysterious reason, has denied them the power of audibly expressing pain, such as is possessed by the cat or the dog. Under extraordinary circumstances, says *The Road*, they have indeed been known to overcome the impediment. The extremity of terror, as when they have been attacked by savage beasts or the sudden shock of agonizing pain, as when they have been horribly wounded on the battlefield, has sometimes extorted from them a piercing, dolorous, almost human scream, which nobody who has heard it can easily forget. Most horses which die in pain expire in silence, or utter merely a moan or whine.

The galloping jade may whine, but utters no cry. The cart horses of our busy cities make no audible complaint under the lash of the whip, the strain of an overload, or the stupid jerking of the reins by the ignorant drivers. It cannot be that they lack the will, but they have been denied the power. A few exceptional instances no more affect the general truth of this rule than the case of Balaam's ass provides a proof that all asses (of the four legged variety, be it understood), possess the power of speech. Practically their dumbness is absolute.

**TIMELY STOCK NOTES.**  
It is a good plan to have heifers drop their first calf at about two years old. Pulp roots or mangels, carrots, sugar beets and the like should form a part of each day's winter feed.

Weed out the poor cows, sheep and fowls. They are a source of loss continually, and good for nothing when spring comes.

A ration of three parts of corn ensilage, by weight, with one part of oats straw, is adapted to maintain health in the animal.

The temperature of the stable has much to do with the fattening of the beef animal or the quantity of milk from a milch cow.

If the heifer is to freshen in the spring, feed her well in the early winter. Add four quarts of bran daily to the coarse fodder.

As the heifer nears the time of dropping the calf give her a little corn meal in addition to above and a little linseed meal to keep digestion free.

At an experiment station in Canada it was shown that an average two-year-old steer would eat its weight in different materials in about two weeks.

**The Japanese Lantern.**  
What would summer life be without the Japanese lantern? It adds so much to the gayety of the surroundings, it arouses so many cheerful, if not sentimental, ideas by its glow-worm light, that the practical Yankee cannot be too grateful for its adoption. If the sweet-tempered Japanese had never showed their taste and art in any other way, this thing of colored paper would be enough to make us love them. So simple, so pretty, so effective, what more is needed to illumine a summer night and make darkness visible? It must have been this lantern, with the fan, that first opened the empire to the western world. At least, that is the most natural theory, whatever national treaties, national diplomacy may have to say about it. Europeans and Americans have invented wonderful aids to their civilization, but they did not dream of this paper lantern until little and such as Japan appeared on the scene, did they?—*Boston Herald*.

**The Sphinx's Age.**  
The famous Sphinx near the pyramids of Gizeh was thoroughly investigated by Prof. Erman, who, at a recent meeting of the Berlin academy, delivered a lecture about its probable age. Careful researches show that it could not have been built previous to the so-called "Middle Kingdom," or about 2000 B.C. Between her front paws there was originally the image of a deity, all trace of which has at the present time disappeared. For the building of the colossal work more than 20 years must have been necessary, even if 1,500 men had been employed all the time.—*Detroit Free Press*.

**Some Queer Names.**  
No queerer combination of queer names has lately been reported than this. At a dedication of a church recently the subscribers included Mr. Senseman, Mr. Poet, Mr. Sourbeard and Mr. Pancake. And a lady of the same church said that she was once connected with a Sunday school which contained at the same time three scholars, named respectively Porter, Ale and Sourbeard. Once in Maryland, a lady, during a religious gathering, entertained three guests, strangers to her, and to each other, named Mr. Sprinkle, Mrs. Shower and Mrs. Storm.—*Philadelphia Press*.

**Why She Was Cold.**  
"You seem to be so shy, this evening," said Mr. Masher to Birdie McGinnis, who replied with some asperity: "I wouldn't care so much for your dyeing your mustache with stove polish, if I could get the stuff off my face. Ma actually mistook my left ear this morning for a stove leg. Boil your mustache in walnut juice, if you must get it of a different color from a mouse's nose, but for goodness, sake let up on stove polish."—*Tammany Times*.

**Very Doubtful Comment.**  
"My wife," said the man who wanted to air all his private history, "actually thinks more of a little idiotic, sausage-shaped pug dog we've got than she does of me."

**Had Got Back.**  
Collector—Is Mr. Slowpay in?  
Landlady—No, sir.  
"I called five weeks ago, and you said he had gone to the seaside for a month. Hasn't he got back yet?"  
"Yes, sir; he's back."  
"Then where is he?"  
"In the poorhouse."—*Yellow Book*.

**Expert Criticism.**  
"Why this sign not to touch this particular piece of statuary with canes or umbrellas?" asked a visitor at the art exhibit.  
"Because," snapped a competing artist, "you could not do it justice with an ax."—*Detroit Free Press*.

**A Difference.**  
"I can argue with anybody here," said the contentious man, fiercely. "I can argue—"  
"Oh, yes, you can argue," said the quiet little man in the corner, "the misfortune is that you can't reason."—*Boston Traveler*.

**Oh, Happy Home.**  
Mrs. Downtrod—Well, did they make you feel at home?  
Mr. Downtrod—Very much so, my dear. Mrs. Browbeat hit her husband with a broom before I'd been in the house ten minutes.—*N. Y. Journal*.

**Smart Cycler.**  
Mr. Sprockets—You ought to have a cyclometer on your wheel, Miss Spokes.  
Miss Spokes—Don't need it. I can tell when I am tired without looking at a dial.—*N. Y. Journal*.

**The Thirst for Lethe.**  
She—I know that I am not good looking, but people forget my face when I sing.  
He—Won't you sing now?—*Filegends Blatter*.

## THE MARKETS.

	New York, Jan. 21.	
CATTLE—Native Steers	\$ 4.50 @ 6.25	
COTTON—Middling	54 1/2 @ 56	
WHEAT—No. 2 Red	85 1/2 @ 90 1/2	
CORN—No. 2	65 1/2 @ 68	
OATS—No. 2	35 @ 40	
PORK—Mess New	15.50 @ 17.50	
	ST. LOUIS.	
COTTON—Middling	54 @ 56	7 1/2
BEEVES—Steers	4.75 @ 5.00	
CATTLE—Cows and Heifers	3.50 @ 4.00	
CALVES—per 100 lbs.	4.00 @ 4.50	
HOGS—Fair to Choice	4.75 @ 5.00	
SHEEP—Fair to Choice	3.50 @ 4.00	
FLOUR—Patents	4.00 @ 4.10	
Other Grades	3.20 @ 3.90	
WHEAT—No. 2 Red	61 1/2 @ 65	
OATS—No. 2	35 @ 40	
EYE—No. 2	40 @ 45	
WOOL—Tub-Washed	14 @ 24	
Other Grades	14 @ 17 1/2	
HAY—Clear Timothy	11.50 @ 12	
BUTTER—Choice Dairy	15 @ 30	
EGGS—Clear Rib	7 1/2 @ 8	
EGGS—Fair to Choice	6 1/2 @ 7	
PORK—Standard (mess) new	16.25 @ 17.00	
LAIRD—Choice	16 @ 17	
	CHICAGO	
CATTLE—Native Steers	5.00 @ 7.40	
CORN—No. 2 Red	60 @ 65	
SHEEP—Fair to Choice	3.00 @ 4.00	
FLOUR—Winter Patents	3.80 @ 4.00	
Other Grades	3.20 @ 3.50	
WHEAT—No. 3 Spring	45 @ 75	
CORN—No. 2 Red	84 1/2 @ 88	
OATS—No. 2	46 @ 50	
PORK—Mess	16.70 @ 16.75	
CATTLE—Native Steers	4.25 @ 6.25	
HOGS—Fair to Choice	5.75 @ 6.00	
SHEEP—Fair to Choice	4.00 @ 4.50	
CORN—No. 2 Mixed	65 @ 68	
OATS—No. 2 White	47 1/2 @ 48 1/2	
	NEW ORLEANS	
FLOUR—High Grades	4.10 @ 4.20	
CORN—No. 2	60 @ 78	
OATS—No. 2	30 @ 35	
HAY—Choice	19.00 @ 19.50	
WHEAT—No. 2	17.00 @ 17.50	
BACON—Short Rib Sides	10 1/2 @ 11	
COTTON—Middling	17 1/2 @ 18	
WHEAT—No. 2 Red	31 @ 32 1/2	
CORN—No. 2	60 1/2 @ 64	
OATS—No. 2	30 @ 35	
BACON—Short Ribs	9 1/2 @ 10	
COTTON—Middling	17 @ 18 1/2	